

"EXCLUSIVE NIGHT OF ENTERTAINMENT"
FOR MILE REDEMPTION ESTIMATE

<u>Budget Description</u>		<u>6 Nights 1,500/night inclding Guest</u>	
Guest Catering: Recipes from Marlboro Cookbook	Suggested	\$135,000	9,000 consumers @ \$15.00
Consumer Incentives		\$0	Residual low-end items
Promotional Materials: Neons, Bar Kit (Napkins, Stirrers, etc.)	Banners, Posters,	\$100,000	
Host/Celebrity DJ		\$18,000	\$3,000/night x 6 nights
Leo Burnett		\$25,000	
On Site Execution (Labor)		\$25,000	6 nights x 8 hours x 10 surveyors = 480 hours @ \$15.00 = \$7,200
Management Fee (warehouse administrative costs, staff travel)			2 local managers - 2 days for 1 day each warehouse/training x 6 events @ \$225 a day = \$1,800
Promotion Management Fee (Promoter - To Be Bid)		\$36,000	8% of Talent
Talent Promoter Travel Expenses		\$9,000	
National Talent		\$450,000	\$75,000/night/performance
Home Economist		\$2,000	2 local caterers (Marlboro recipe)
Venue/Club Fee		\$10,000	\$5,000 for each venue (2 Venues/Clubs)
Tickets for turnaways @ \$10 each		\$6,000	\$1,00 per venue/club (6 nights)
Advertising/Direct Mail		\$100,000	
TOTAL BUDGET		\$916,000	

7/10/98

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